1994 Retail PPP Supplemental Information

January '94

I. PPP Initiatives

A. Execute

1. Major Initiatives:

- **Marlboro**
  - Lizard Lip Bottle Opener with 2 Pack
  - 1.0 Million
  - Region 5

- **Basic**
  - Flashlight with Carton
  - 900M
  - B1G1F
  - 1.2 Million
  - 10 Markets (Level 1 - Region 5, 1)
  - Buydown
  - 15 Markets (Levels 2 & 3 Mkts)

- **Merit**
  - Lighter with 2 Pack w/BB, Lighter w/ Carton w/BB
  - 1.8 Million Pack Deals, 445M Carton Deals
  - Key Markets

- **PM International**

2. POS:
   - Marlboro Last Chance Visibility

3. Local Initiatives:
   - VS Tennis (Chicago)

B. Sell

1. March Programs
   - Cambridge, Pack, Carton, Mega
   - B&H, Pack, Carton, Mega (Key Markets)
   - Parliament, Pack (Limited Region 1)
   - Alpine B1G1F

2. POS
   - Marlboro Country Permanent POS (20,000 Outlets)
   - Marlboro Country Cycle POS (National)

II. Non-PPP Initiatives

A. FSF Initiatives

- Sell and Execute 1994 Retail Masters
- Pay Accounts - Retail Masters 1993

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February '94

I. PPP Initiatives

A. Execute

1. Major Initiatives:

- **Marlboro**
  - Lighter with 2 Pack
  - 6.5 Million
- **Basic**
  - Music Tape with 2 Pack
  - 4.4 Million
  - Meet Comp
  - Mega Volume Outlets
- **VS**
  - V-Wear, Mirror with 2 Pack w/ Catalog, Lighter with Carton w/ Catalog
  - 960M Mirrors, 300M Lighters
  - Key Markets

2. Local Initiatives:

- Marlboro Mardi Gras 5 Pk T-Shirt (Reg 3)
- Marlboro Calleo Ocho 3 Pk T-Shirt (Reg 2)
- Marlboro St. Patricks Day 3 Pk T-Shirt (Reg 2)
- Marlboro Chinese New Year T-Shirt (Reg 1)
- VS Tennis (Florida, Houston)
- Basic Chinese New Year VCR Tape (Region 1)

B. Sell

1. April Programs
   - Basic B2G1F
   - Cambridge B3G1F, Mega
   - Multi-brand

II. Non-PPP Initiatives

A. FSF Initiatives

- Sell and Execute 1994 Retail Masters
- SFA - Regions 2, 3

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March '94

I. PPP Initiatives

A. Execute

1. Major Initiatives:

- **B&H**
  - – Lighter with 2 Pack, B1G1/2F with Carton
  - – 1.2 Million Pack Deals, 370M Carton Deals
  - - Key Markets
  - - B3G1F, Carton
  - - 75M Deals
  - - Mega Volume, Region 2 and 5
- **Basic**
  - - B2G1F (Last Week Feb/1st Week March)
  - - 1.2 Million
  - - 10 Markets (Region 5, 1)
- **Parliament**
  - - B1G1F Pack
  - - 200M Deals
  - - Boston, New York, Philadelphia
- **Cambridge**
  - – B2G1F, Carton with Free Camera, Catalog
  - – 2.5 Million Pack Deals, 1.0 Million Carton Deals
  - - B3G1F, Carton
  - - 75M Deals
  - - Mega Volume 1st Week of Month
- **Alpine B1G1F**
  - - Key Markets

2. POS:

- Marlboro Country Permanent (20,000 Outlets) and Cycle (National)

3. Local Initiatives:

- Marlboro 3 Pack Mug (Region 4)
- Marlboro Racing-5 Pk, T-Shirt (Racing Mkts)
- Marlboro Spring Br. 3 Pk T-Shirt (Reg 2)
- Basic Michigan Initiative - B3G1F, Mega program

B. Sell

1. May Programs

- Marlboro B4G1F
- Cambridge Incentive w/Carton
- Cambridge B3G1F, Mega
- Basic B3G1F, Mega

II. Non–PPP Initiatives

A. FSF Initiatives

- Sell and Execute 1994 Retail Masters
- Depot Liquidation (3-4 Weeks)
- SFA - Regions 2, 3, Section 51

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April '94

I. PPP Initiatives

A. Execute

1. Major Initiatives:

- **Multi-brand**
  - Newspaper with 1 Pack, Magazine with Carton
  - 3, 1 Million Deals
- **Cambridge**
  - B3G1F, Carton
  - 75M Deals
  - Mega Volume 1st Week of Month
- **Basic**
  - B2G1F with Bounceback
  - 4.4 Million

2. POS:

Marlboro

- Overhead/B-Display
- Marlboro Country

3. Local Initiatives:

- Marlboro Racing (Racing Markets)
- Marlboro Fiesta 5 Pack T Shirt (Region 3)
- Marlboro Non MAT Liquidation 3 Pack T (Sections 51 & 52)
- Marlboro Fiesta Broadway 3 Pack T Shirt (Reg 5)
- Marlboro 50 Pack Counter Display (Region 5)
- Marlboro Camel Defensive
  - 3 Pk Cap, 2 Pk H2O Bottle, T-Shirt (Sects 51 & 52)
- Basic Michigan Initiative - B3G1F, Mega program

B. Sell

1. June Programs
   - Marlboro B4G1F
   - Basic Incentive w/2 Pack (Retail Masters)
   - Merit Continuity Awards (Key Markets)
   - Parliament Resort (Region 1 Resort Mkts)
   - Alpine (Key Markets)

II. Non-PPP Initiatives

- Sell and Execute 1994 Retail Masters
- SFA Regions 2, 3, 5
- FSF Absorption of RM Responsibilities

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May '94

I. PPP Initiatives

A. Execute

1. Major Initiatives:

- **Marlboro**
  - B4G1F, Pack
  - 8 Million
- **Basic**
  - Meet Comp
  - Mega Volume Outlets
- **Cambridge**
  - B1G1/2F
  - 700M Deals
  - B3G1F
  - 75M Deals
  - Mega Volume 1st Week of Month

2. POS:

Marlboro

- Overhead/B-Display
  - Marlboro Country Store

3. Local Initiatives:

- Marlboro Racing (Racing Markets)
- Marlboro Medium Kings B1G1F, B2G1F (Sections 51 and 52)
- Marlboro 50 Pack Counter Display (Region 5)
- Marlboro Defensive vs. Camel - mid-April
  3 Pk Cap, 2 Pk Bottles, T-Shirt (Sect. 51 and 52)
- Basic Michigan Initiative - B3G1F, Mega program

B. Sell

July Programs

- Basic Incentive w/Carton
- Virginia Slims V-Wear II
- Cambridge B3G1F, Mega

II. Non-PPP Initiatives

- Sell & Execute 1994 Retail Masters
- SFA Regions 1, 2, 3, 4, 5

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June '94

I. PPP Initiatives

A. Execute

1. Major Initiatives:

- **Marlboro**
  - B4G1F, Pack
  - 8 Million
- **Basic**
  - Lighter/Ashtray with 2 Pack or B2G1F
  - 3.9 Million
  - Meet Comp
  - Mega Volume Outlets
- **Cambridge**
  - B3G1F
  - 66M Deals, Targeted; Mega Volume
- **Merit**
  - 2 Pack Key Chainand Carton Key Chain
  - 1.8 Million Pack Deals, 445M Carton Deals; Key Markets
- **Parliament**
  - Parliament Resort, Sunglasses with 2 Pack
  - 200M Deals, Region 1 Resort Markets
- **Alpine B1G1F**
  - Urban Markets

2. POS:

Marlboro

- Overhead/B-Display
- Marlboro Country Store

3. Local Initiatives:

- Marlboro Racing (Racing Markets)
- Marlboro Medium Kings B1G1F, B2G1F (Sections 51 and 52)
- Marlboro 50 Pack Counter Display (Region 5)
- Marlboro Defensive Against Camel (Sections 51 and 52)
- Basic Urban SBO, free lighter with pack (FF Menthol)

B. Sell

1. August Programs
   - Marlboro
   - Marlboro Country POS
   - Basic Pack, Carton
   - B&H
   - Cambridge
   - Parliament

II. Non-PPP Initiatives

- Sell and Execute 1994 Retail Masters
- SFA Regions 1, 4, 5

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July '94

I. PPP Initiatives

A. Execute

1. Major Initiatives:

- **Basic**
  - Your Basic Summer T Shirt, Ctn, Bounceback
  - 1.1 Million Deals
- **Virginia Slims**
  - V-Wear II Pack and Carton with Catalog, Sweepstakes
  - Key Markets
- **Virginia Slims**
  - Buydown, 25¢/$2.50
  - 10 Key Markets
- **Basic**
  - Meet Comp
  - Mega Volume Outlets
- **Cambridge**
  - B3G1F Carton
  - 70M Deals
  - Mega Volume 1st Week of Month
  - B3G2F, Pack
  - 2 Million Deals

2. POS:

Marlboro

- Overhead/B-Display
  - Marlboro Country Store

3. Local Initiatives:

- Marlboro Racing (Racing Markets)
- VS Tennis (Los Angeles)
- Marlboro Medium Kings B1G1F, B2G1F (Sections 51 and 52)
- Marlboro 50 Pack Counter Display (Region 5)
- Marlboro Defensive Against Camel (Sections 51 and 52)
- Marlboro Shore Resorts T-Shirt Promotion (Region 1)
- Marlboro Military 2 Pack Lighter
- Merit Summer T-Shirt w/3 pk (Region 1, Region 4)

B. Sell

1. September Programs
   - Basic Carton
   - Merit Pack and Carton
   - Alpine B1G1F

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August '94

I. PPP Initiatives

A. Execute

1. Major Initiatives:

- **Marlboro**
  - 5 Pack with MCS T Shirt
  - 5 Million Deals
- **Marlboro Menthol**
  - B1G1F
  - 3.3 Million Deals, 25 Key Menthol Markets
- **Parliament**
  - Watch with 2 Packs
  - 400M Deals, Resort and Non Resort Markets
- **Cambridge**
  - Umbrella with Carton
  - 900M Deals
  - B3G1F
  - 70M Deals
  - Mega Volume 1st Week of Month
- **B&H**
  - 25¢ off Pack, and Bounceback (Portable Ashtray)
  - 1.4 Million Deals; Key Markets
  - Buy 1 Carton Get Free Portable Ashtray
  - 432.4 M Deals; Mainline Markets
- **Basic**
  - "Basic Road Trip" with 2 Pack
  - 4.9 Million Deals
  - Meet Comp
  - Mega Volume Outlets

2. POS:

Marlboro

- Overhead/B-Display
- Marlboro Country Store

3. Local Inititatives:

- Marlboro Racing (Racing Markets)
- Marlboro Medium Kings B1G1F, B2G1F (Sections 51 & 52)
- Marlboro 50 Pack Counter Display (Region 5)
- Marlboro Defensive Against Camel (Sections 51 & 52)
- Marlboro Medium Incentive (Sections 51 & 52)
- B&H 50¢ Off Pk (L.A., Hawaii Market, co-fund)
- Marlboro 2 pack lighter (Section 13)

B. Sell

1. October Programs
   - Marlboro Pack Promotion
   - Basic Pack Promotion
   - VS Carton Promotion

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September '94

I. PPP Initiatives

A. Execute

1. Major Initiatives:

- **Merit**
  - 2 Pack with Lighter, w/ Catalog and Carton with 2 Lighters, w/ Catalog
  - 1.8 Million Pack Deals, 445M Carton Deals
  - Key Markets

- **Basic**
  - Tool Kit with Carton
  - 1 Million Deals
  - Meet Comp
  - Mega Volume Outlets
  - B2G1F, B1G1F, Lighter w/2 pk
  - Underdeveloped Markets

- **Cambridge**
  - Meet Comp
  - Mega Volume Outlets

- **Alpine**
  - B1G1F
  - 579M Deals
  - Regions 1, 2, 4 - Select Markets

2. POS:

Marlboro

- Overhead/B-Display
- Marlboro Country Store
- Permanent POS Drives
- Marlboro Country

3. Local Inititatives:

- Marlboro Medium Kings B1G1F, B2G1F (Sections 51 and 52)
- Marlboro 50 Pack Counter Display (Region 5)
- Marlboro Defensive Against Camel (Sections 51 and 52)
- B&H Oklahoma City Pulse Price Promotion, Pack and Carton
- B&H B2G1F (Hawaii)

B. Sell

1. November Programs
   - Marlboro Permanent POS, Pack Promotion
   - Basic Mega Program
   - Cambridge Pack, Carton Programs

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October '94

I. PPP Initiatives

A. Execute

1. Major Initiatives:

- **Marlboro**
  - 3 Pack With Cap/Sweepstakes
  - 5 Million Deals
- **Basic**
  - Cards with 2 pack
  - 4.4 Million Deals
  - Meet Comp
  - Mega Volume Outlets
- **Virginia Slims**
  - Free B.O.D. with Carton Purchase
  - 300 M Deals
  - Key Markets
- **Cambridge**
  - Meet Comp
  - Mega Volume Outlets

2. POS:

Marlboro

- Overhead
- Marlboro Country
- B- Header
- Best of the West Sweepstakes
- Other Temp POS
- Best of the West Sweepstakes

3. Local Inititatives:

- Marlboro Medium Kings B1G1F, B2G1F (Sections 51 & 52)
- Marlboro 50 Pack Counter Display (Region 5)
- Marlboro Defensive Against Camel (Sections 51 & 52)
- Basic Menthol SBOs - B1G1F, B2G1F, Lighter w/1 pk
- New York and Philadelphia Tennis Tie-ins/Cosmetic Bags

B. Sell

1. December Programs
   - Basic Pack and Carton Promotions

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November '94

I. PPP Initiatives

A. Execute

1. Major Initiatives:

- Basic
  - Meet Comp
  - Mega Volume Outlets

- Cambridge
  - Five packs Free with Carton
  - 835M Deals

  - B2G1F, Pack
  - 2 million deals

  - Meet Comp
  - Mega Volume Outlets

2. POS:

Marlboro

- Overhead
  - Marlboro Country
- B-Header
  - Best of the West Sweepstakes
- Other
  - Last Call
  - Best of the West Sweepstakes

3. Local Initiatives

- Marlboro Medium Kings B1G1F, B2G1F (Sections 51 and 52)
- Marlboro 50 Pack Counter Display (Region 5)
- Marlboro Defensive Against Camel (Sections 51 and 52)
- Basic Menthol SBOs - B1G1F, B2G1F, Lighter w/1 pk
- B&H Oklahoma City Pulse Price Promotion

B. Sell

1. January Programs
   - Basic Pack Promotion
   - Merit Carton and Pack Promotions
   - Cambridge B1G1/2F Carton Promotion
   - Marlboro/Marlboro Menthol Pack Promotions

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December '94

I. PPP Initiatives

A. Execute

1. Major Initiatives:

- Basic
  - B1G1/2F, Carton
  - 28.9 M Deals
  - B2G1F, Pack
  - Meet Comp
  - Mega Volume Outlets
- Cambridge
  - Meet Comp
  - Mega Volume Outlets

2. POS:

Marlboro

- Overhead
  - Marlboro Country
- B-Header
  - Best of the West Sweepstakes
- Other
  - Best of the West Sweepstakes
  - Last Call

OPB

- OPB Temp and Perm POS Drive

3. Local Initiatives

- Marlboro Medium Kings B1G1F, B2G1F, (Sections 51 and 52)
- Marlboro 50 Pack Counter Display (Region 5)
- Marlboro Defensive Against Camel (Section 51 and 52)
- Basic Menthol SBO: B1G1F, B2G1F, Lighter w/1 Pack

B. Sell:

1. February Programs

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